

PARTNER, CO-HEAD OF FRANCHISING AND COMMERCIAL AND HEAD OF  
ADVERTISING

## David Bond

I am a partner in the Franchising, Advertising and Commercial team in Fieldfisher's London office.

COMMERCIAL  
FRANCHISE TRANSACTIONS  
INTELLECTUAL PROPERTY

RETAIL AND CONSUMER  
TRADE MARKS AND BRANDS

📍 London, England

+44 (0)20 7861 4079

✉ david.bond@fieldfisher.com

in Connect on LinkedIn

### LOCATIONS

[United Kingdom](#)



I am a commercial lawyer, with a strong focus on intellectual property, specialising in franchising law and advertising and marketing law.

I help clients develop their brand through compliant marketing communications and promotional activity, including strategic use of merchandising, sponsorship and brand extension arrangements.

In collaboration with ISBA, I worked on the creation of the new ground breaking template media buying contract, providing a framework for greater transparency and accountability between advertisers and their agencies.

I also support many household names as they expand both domestically and overseas using franchising formats. I have a particular focus on clients within the retail, food and beverage, hotels and leisure, media and education sectors.

I am a consultant editor on the editorial board of LexisNexis' PSL online publication and am ranked as a leading lawyer in Chambers and Who's Who Legal. Our team is top-ranked for franchising, advertising and marketing and commercial contracts by

## What others say...

“ He is extremely knowledgeable on client-media agency transactions. He is really adept at taking complex issues and drafting them into meaningful clauses ”

Chambers and Partners

“ Provide[s] 'pragmatic' and 'commercial' advice ”

Legal 500

“ David Bond is the master of brand exploitation ”

World Trademark Review